

What do 8 Years of Traffic Data Say?

Digital Billboards are NOT Linked with Accidents.

- Four studies show no increase in accidents near digital billboards.
 - Cleveland, OH (2007 and 2009)
 analyzed 33,000 accident records from the Ohio DOT during 8 years near 7 digital billboards
 - Rochester, MN (2009)
 analyzed 18,000 accident records from the local police during 4 years near 5 digital billboards
 - Albuquerque, NM (2010)
 analyzed 7,000 accident records from the local police during 5 years near 17 digital billboards

Key Findings

- Digital billboards are "safety neutral" ... 17 years collectively studied
 - "Digital billboards have no statistically significant relationship with the occurrence of accidents."
- Circumstances different in studies . . . conclusion the same.
 - Sizes vary

 14' by 48' in the Cleveland area, 10' 6" by 36' in Rochester and
 12' x 24' in Albuquerque
 - Locations were different ... 29 digital billboards collectively studied.

Digital billboards were along <u>Interstates</u> in the Cleveland area and along <u>local roads</u> in Albuquerque and in Rochester

- Traffic counts represent almost one-half billion cars per year.
- Accident reports are a standard tool for policy makers.

"Traffic records data are the basis for defining, managing, and evaluating traffic safety and performance."

-- National Highway Traffic Safety Administration (NHTSA)